Nintendo
SELECT
START
POWER
TETRIS
Nintendo GAME BOY™
NINTENDO
NEW PRODUCTS

AT LAST! THE FUTURE OF CARTRIDGE

Star Fox™ will be an instant hit. Our new, exclusive Super FX™ chip in Star Fox provides a game play experience unlike any other. The **3-D EXPERIENCE** *is intense. The stereo soundtrack features* **REAL VOICES** *and* **REAL SOUNDS.** *Not to mention incredible music. The speed is unmatched. But what really*

ST
FO

ORDER:

NATIONAL RELEASE WEEK OF MARCH 22, 1993

ADVERTISING $5 MILLION IN SUPPORT TARGETING KIDS AND TEENS MARCH - MAY

BASED VIDEO GAME ACTION IS HERE!

separates Star Fox from the rest is the **FLUID PLAY CONTROL.** *The action is breathtaking as the Star Fox fleet climbs, dives and barrel-rolls through atmospheres, asteroid belts, meteor showers, city streets and limitless space. It's the kind of great game experience players look for first. And you can be first to give it to them.*

AR
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SNS P FO

MERCHANDISING
UNIQUE
SIGNAGE
AVAILABLE
IN FEBRUARY

NINTENDO POWER®
JANUARY PREVIEW
FEBRUARY POSTER
PLUS 16 PAGE
COMICS SECTION
MARCH FEATURE

INTRODUCING A BREAKTHROUGH FOR THE SUPER NES. *The secret behind Star Fox: our proprietary* **SUPER FX CHIP.** *Combined with the technological power of the Super NES, it creates amazing 3-D realism and control impossible to achieve on any other home system. And it doesn't stop there. Star Fox is the first of a whole new line of games that will use this amazing chip – later in 1993 and beyond.*

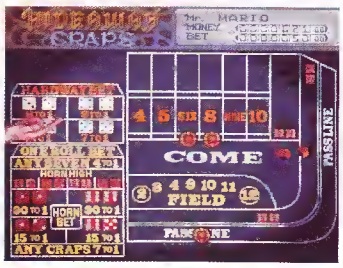
SUPER FX

SUPER NES

Only the Super NES® has the computing power to handle all the possibilities of a trip to Las Vegas. Choose **BLACKJACK, SLOTS, ROULETTE, SEVEN-CARD STUD OR CRAPS.** *Use your standard controller or* **SUPER NES MOUSE™.** *Vegas Stakes™ is the odds on favorite to win!*

VEGAS STAKES

ORDER: SNS P VS

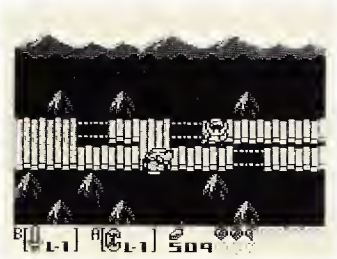


RELEASE
APRIL 1993

MERCHANDISING
NO CHARGE SHELF DANGLER AVAILABLE IN APRIL

GAME BOY

Players want more for their money. So when we developed Zelda for Game Boy,® players told us to keep it as big, as intense, as the smash home system hits! With the **LARGEST GAME BOY MAP EVER**, *The Legend of Zelda® - Link's Awakening™ has incredible depth –* **4 MEGABITS** *– making it the biggest Game Boy*

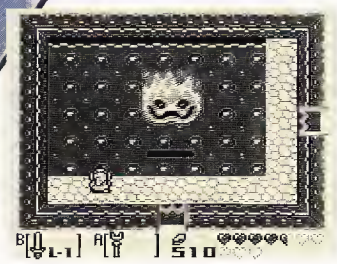


RELEASE
JUNE 1993

ADVERTISING
$4 MILLION IN SUPPORT, TARGETING KIDS AND TEENS JUNE - AUGUST

GAME BOY

game we've ever created. Together, **THE FAMILY OF ZELDA ADVENTURES HAVE SOLD OVER 8 MILLION COPIES** *to date. So, while Link's Awakening will take players to other lands, it will take you to the same kind of top-seller success of all the Zelda hits. It's another chance for players to put you first, in sales!*



MERCHANDISING NO CHARGE CUSTOM SIGNAGE AVAILABLE IN MAY

NINTENDO POWER ANNOUNCED IN JANUARY MAJOR FOLLOW-UP REVIEWS IN APRIL AND MAY

GAME BOY

Sports titles are hot. For kids and teens. **ESPECIALLY FOR ADULTS.** *And especially on Game Boy. Top Rank Tennis™ is perfect for one player, with incredible action for* **UP TO FOUR PLAYERS.** *Singles or doubles, ranked, or unranked, you'll ace the competition.*

TOP RANK TENNIS

ORDER: DMG P XT

RELEASE
APRIL 1993

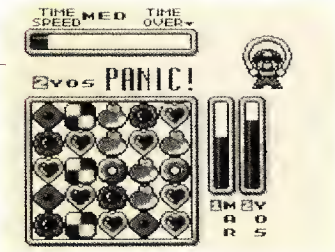
MERCHANDISING
NO-CHARGE
SHELF
DANGLER
AVAILABLE
IN APRIL

GAME BOY

Yoshi's Cookie™ is the all new puzzle game that will **HOOK PLAYERS** *the way Tetris™ does. It's* **INCREDIBLY COMPETITIVE!** *It's great action for* **1 TO 4 PLAYERS.** *You can't name another puzzle game that will keep players this satisfied and this hungry for more, all at once!*

YOSHI'S COOKIE

ORDER: DMG P CI



RELEASE
APRIL 1993

ADVERTISING
$3 MILLION IN SUPPORT TARGETING KIDS AND TEENS APRIL - MAY

MERCHANDISING
NO CHARGE CUSTOM SIGNAGE AVAILABLE IN APRIL

NINTENDO POWER
APRIL FEATURE

N E S

Well, maybe you can! Yoshi's Cookie™ is **NEW FOR THE NES®**, *too! It's fast, colorful and appeals to every age. It's perfect for* **1 OR 2 PLAYERS.** *In fact, it's perfect for* **PLAYERS.** *That's how* *over* **70 MILLION** *many NES players have an appetite for* *great puzzle action!*

RELEASE
APRIL 1993

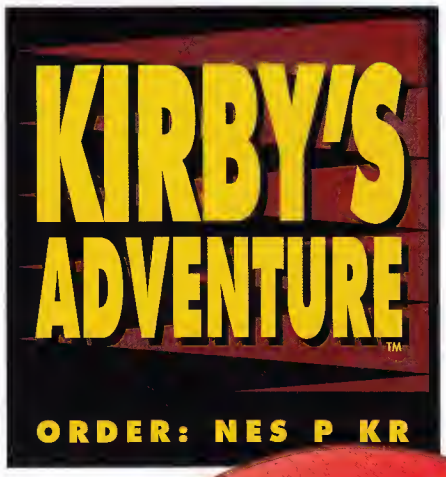
ADVERTISING
$3 MILLION IN SUPPORT TARGETING KIDS AND TEENS APRIL - MAY

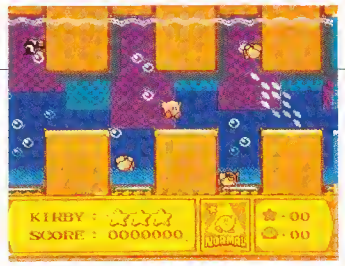
MERCHANDISING
NO CHARGE CUSTOM SIGNAGE AVAILABLE IN APRIL

NINTENDO POWER
APRIL FEATURE

NES

Our newest super hero is back from his Game Boy success for **ALL-NEW ADVENTURES** *on the NES. With* **NEW ABILITIES** *to help his fight for good against evil! And while his quest is to restore the Fountain of Dreams, he's really here to help in your quest for higher sales.*





RELEASE
MAY 1993

ADVERTISING
$4 MILLION IN SUPPORT TARGETING KIDS AND TEENS MAY - JULY

MERCHANDISING
NO-CHARGE OPTIGRAPHIC LENS SIGNAGE AVAILABLE IN JANUARY

NINTENDO POWER
MAJOR REVIEW IN APRIL

MARKETING CALENDAR FIRST HALF 1993

Nintendo's biggest marketing plan ever! Over $160 million in 1993 support.

		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ADVERTISING	SUPER NES	SUPER MARIO KART™		STAR FOX			
	GAME BOY		SUPER MARIO LAND 2®				ZELDA
	NES/GAME BOY	DR. MARIO			YOSHI'S COOKIE		
	NES					KIRBY'S ADVENTURE	
PROMOTION		KELLOGG'S			KOOL-AID		
ADDITIONAL SUPPORT		MERCHANDISING					
		PUBLIC RELATIONS					
		POWER	POWER	POWER	POWER	POWER	POWER
		GAME COUNSELOR / CONSUMER SERVICE					

1 Tetris is a trademark of Elorg.

Nintendo

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